

ORDER



KSNV

Orders	Order / Rev:	107102	Alt Order #:	06858425	Product Desc:	PAT MAJORITY USA	Estimate:	1884	Flight Dates:	09/27/12 - 10/03/12	Primary AE:	Amy McCreary	
									Original Date / Rev:	10/01/12 / 10/01/12	Sales Office:	BLPHI	
									Order Type:	GENERAL	Sales Region:	National	
Agency	Name:	Waterfront Strategies											
	Buying Contact:										Billing Type:		Cash
	Billing Contact:										Billing Calendar:		Broadcast
		1010 Wisconsin Ave. NW									Billing Cycle:		EOM/EOC
		Washington, DC 20007									Agency Commission:		15%
Advertiser	Name:	Patriot Majority <i>Revised</i>											
	Demographic:	A35+									New Business Thru:		
	Product Codes:	PLI									Order Separation:		00:05:00
	Priority:	SELECT PRIORITY CODE									Advertiser External ID:		
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN									Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	25	\$45,400.00	\$38,590.00
10/01/12	10/03/12	40	\$48,550.00	\$41,267.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$45,400.00	\$38,590.00	0.00
October 2012	40	\$48,550.00	\$41,267.50	0.00
Totals	65	\$93,950.00	\$79,857.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$93,950.00
Market	100%	\$335,535.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$77,173.21
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$80,528.57
KTUD	0%	\$0.00
KVVU	20%	\$67,107.14
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,776.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagner	430a-5a		MTWT--S	:30	3	\$200.001	0.00	NM	3	\$600.00	

Wake Up Early w/ Wagner

WAKE UP EARLY W/ THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 107102
 Alt Order #: 06858425
 Flight Dates: 09/27/12 - 10/03/12

Advertiser: Patriot Majority
 Product Desc: PAT MAJORITY USA
 Estimate: 1884

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagner	CM	430a-5a	MTWTF--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF--S 3 \$200.00 0.00															
2	KSNV	09/27/12	10/03/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
The Doctors															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 3 \$325.00 0.00															
3	KSNV	09/27/12	10/03/12	The Agenda	CM	1230pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
The Agenda 1230pm															
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 3 \$325.00 0.00															
4	KSNV	09/27/12	10/03/12	Noon News	CM	12-1230pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
Noon News															
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 3 \$500.00 0.00															
5	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
WKND Jeop/Wheel															
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S- 1 \$525.00 0.00															
6	KSNV	09/27/12	10/03/12	Dr. Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 3 \$600.00 0.00															
7	KSNV	09/27/12	10/03/12	M-F 5-6a WakeUp w/Wagner	CM	5-6a	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 3 \$600.00 0.00															
8	KSNV	09/29/12	09/29/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
Sa-Su Early News															
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S- 1 \$675.00 0.00															
9	KSNV	09/29/12	09/30/12	News 3 Today Wknd	CM	9a-930am	-----SS	:30	1	\$750.00	1	0.00	NM	1	\$750.00
News 3 Today															
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----SS 1 \$750.00 0.00															
10	KSNV	09/27/12	10/03/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 3 \$750.00 0.00															
11	KSNV	09/27/12	10/03/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
(4PM NEWS (1 hour))															
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/27/12 10/03/12 MTWTF-- 2 \$900.00 0.00															
13	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
ROS															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S- 1 \$900.00 0.00															
14	KSNV	09/27/12	10/03/12		CM	4-5pm	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
NEWS 3 at 4 (1 HOUR)																	
4PM NEWS (1 hour)																	
(4:00 PM-4:30 PM)																	
FIRST NEWS 3 AT FOUR																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/27/12	10/03/12		MTWTF--		2	\$900.00		0.00								
15	KSNV	09/27/12	10/03/12	M-F 6-7a	WakeUp w/Wagners	6-7a		MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00	
M-F 6-7a WakeUp w/Wagners																	
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/27/12	10/03/12		MTWTF--		4	\$1,000.00		0.00								
16	KSNV	09/30/12	09/30/12	LAW & ORDER (synd)	ROM			M-SA 8-11p / SUN-----S		:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Law & Order (synd) PRIME																	
LAW & ORDER																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/24/12	09/30/12		-----S		1	\$1,200.00		0.00								
17	KSNV	09/27/12	10/03/12	M-F News 3 at Eleven	CM	11pm-1135pm		MTWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00	
M-F News 3 at Eleven																	
NEWS 3 NIGHTSIDE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/27/12	10/03/12		MTWTF--		3	\$1,400.00		0.00								
18	KSNV	09/29/12	09/29/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm		-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00	
Sa-Su News 3 at Eleven																	
NEWS 3 NIGHTSIDE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/24/12	09/30/12		-----S-		1	\$1,400.00		0.00								
N 19	KSNV	09/27/12	10/03/12	M-F Jeop/Wheel	CM	630-730pm		MTWTF--	:30	5	\$1,700.00	1	0.00	NM	5	\$8,500.00	
M-F Jeopardy/Wheel of Fortune																	
JEOPARDY/WHEEL OF FORTUNE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/27/12	10/03/12		MTWTF--		5	\$1,700.00		0.00								
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																	
3	KSNV	09/27/12-10/03/12	M-F Jeop/Wheel			630-730pm		MTWThF----	:30(\$1,700.00)	1	0.00	NM					
See MG 19.6																	
[PGM CHG= JEOPARDY OR WHEEL IN PRIME]																	
6	KSNV	10/03/12-10/03/12	SIGN ON-SIGN OFF			5a-459a		(9:30 PM-10:30 I--W-----	:30	1	\$1,700.00	1	0.00	NM			
(1) MG for 19.3 10/03																	
[INV CODE]																	
20	KSNV	09/27/12	10/03/12	M-F Early News	CM	5-630p		MTWTF--	:30	8	\$1,800.00	1	0.00	NM	8	\$14,400.00	
M-F Early News																	
EARLY NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/27/12	10/03/12		MTWTF--		8	\$1,800.00		0.00								
21	KSNV	09/27/12	10/03/12	Today Show	CM	658a-9am		MTWTF--	:30	8	\$1,900.00	1	0.00	NM	8	\$15,200.00	
Today Show																	
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/27/12	10/03/12		MTWTF--		8	\$1,900.00		0.00								
22	KSNV	09/28/12	09/28/12	Fri PR 9-10p	CM	9-10pm		----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00	
Friday Prime 9-10pm																	
GRIMM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/24/12	09/30/12		----F--		1	\$2,600.00		0.00								
23	KSNV	09/27/12	09/27/12	Thurs PR 10-11p	CM	10-11pm		---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00	
Thursday Prime 10-11pm																	
ROCK CENTER WITH BRIAN WILLIAMS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	09/24/12	09/30/12		---T---		1	\$3,200.00		0.00								
24	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm		--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00	
Wednesday Prime 9-10pm																	
LAW AND ORDER SVU																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/01/12	10/07/12		--W----		1	\$4,000.00		0.00								

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
24	KSNV	10/03/12	10/03/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00											
LAW AND ORDER SVU																										
25	KSNV	10/01/12	10/01/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00											
THE VOICE																										
<table> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 10/01/12</td> <td>10/07/12</td> <td>M-----</td> <td>1</td> <td>\$4,000.00</td> <td>0.00</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/12	10/07/12	M-----	1	\$4,000.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/01/12	10/07/12	M-----	1	\$4,000.00	0.00																					
26	KSNV	09/30/12	09/30/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.001	0.00	NM		1	\$14,000.00											
SUN NT FB: SD @ N ORLEANS																										
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 09/24/12	09/30/12	-----S	1	\$14,000.00	0.00																					
27	KSNV	10/01/12	10/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm	MTW----	:30	1	\$900.001	0.00	NM		1	\$900.00											
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																					
Week: 10/01/12	10/07/12	MTW----	1	\$900.00	0.00																					
													Totals	65	\$93,950.00											